



Program Facts



Department of Housing and
Community Development

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www.dhcd.state.va.us/cd/crd/msp/mspindex.htm

National Background

- Purpose is to help localities reverse economic and physical decline in traditional downtown and neighborhood business districts
- Developed by National Trust for Historic Preservation in the 1970s to save downtown districts from economic decline and physical demolition
 - Piloted in 3 communities in 3 Midwestern states
 - Success of program led to formation of National Main Street Center in 1980s (relationship with states is contractual)
- While the Trust was interested in saving buildings, they knew they could only do so by saving their purpose or creating a new purpose -- economic development is key to preservation
- Strategy is ***Four Point Main Street Approach***TM based on:
 - **Organization**—building broad-based partnerships to manage the revitalization effort
 - **Promotion**—creating and marketing a positive image for downtown
 - **Design**—improving the physical environment of downtown
 - **Economic Restructuring**—strengthening and expanding downtown's existing economic assets
- Now implemented in more than 1,600 communities in 40 states, plus neighborhood programs in Boston, San Diego, Baltimore and Washington D.C.
- More than \$16 billion of public and private investment nationwide to date in Main Street communities.

Additional information
is available on the
National Main Street
Center website at
www.mainstreet.org
or call (202) 588-6219.

State Background

- Program is housed in the Virginia Department of Housing and Community Development. Visit our website at :
www.dhcd.state.va.us/cd/crd/msp/mspindex.hrm
- Virginia Main Street was 15th state to become part of program (1985)
 - Currently 18 designated Main Street communities in Virginia
 - Communities are competitively selected
 - There are also 6 Start-Up communities and 43 Affiliates selected in a noncompetitive process
 - Celebrated “15 Years of Building Vitality Downtown” in 2000-2001
- Main Street program state staff provide: training, technical assistance, access to state and national experts, customized design assistance and ongoing public relations and marketing
- Economic impact statistics from program inception in 1985 through year-end 2002:
 - \$211.4 million of private investment in building rehabilitations
 - 3,772 building rehabilitation projects
 - 3,006 new, expanded or retained businesses
 - 8,191 new jobs
 - 157,000 volunteer hours (1997-2002), valued at over \$2.5 million

Virginia Main Street Communities

Bedford (1985)
Berryville (1992)
Clifton Forge (1992)
Culpeper (1988)
Danville (2000)
Franklin (1985)
Lexington (1988)
Lynchburg (2000)
Manassas (1988)
Marion (1995)
Martinsville (1995)
Orange (1992)
Radford (1989)
Rocky Mount (1995)
Staunton (1995)
Warrenton (1989)
Waynesboro (2000)
Winchester (1985)

Economic Benefits of Downtown

- Older buildings have unique and irreplaceable historic architecture
- Downtown is often the community's largest employment center and a significant contributor to the local tax base
- Revitalization encourages economic growth in an area of the community already served by infrastructure
- Downtown businesses tend to be locally owned and thus give much more back to the community economically
- For every \$1 spent in the community, downtown merchants return 60 cents; chain stores return only 20 cents and big box discounters return only 6 cents
- Renovating downtown commercial storefronts has been shown in four different statewide studies to result in long-term increase in sales; also employ local contractors using locally purchased materials
- With new construction 50 percent of cost is labor and 50 percent materials; with rehabilitation 70 percent is labor (usually local) and 30 percent materials

Downtown Investment Pays Off

- For the **residents**.... more jobs, goods, services and housing
- For the **business person**.... more customers & sales
- For the **visitor**...more reasons to visit, spend more & stay longer
- For **elected officials & city leaders**... increased real property & sales tax revenue, industrial recruitment

Community Involvement

- Main Street works through public/private partnerships at the local level, making best use of the skills and abilities of the government and nonprofit sectors, working cooperatively with private businesses and individuals
- The program works in Virginia because communities use local initiative and resources to develop revitalization strategies following the Main Street Approach™
- The state program provides guidance and expertise in support of local efforts
- Use of volunteers is cost effective and ensures that residents have a say in downtown's development and a commitment to make it work (Volunteer time is valued at \$16.05 per hour)

There's No Place Like Downtown!

- We need to preserve the distinctive architecture of downtown because it defines what makes each community unique – giving it a "sense of place" and identity
- Economic revitalization provides jobs and business ownership opportunities for local residents, particularly youth who may otherwise leave the community in search of employment
- Renewed vitality enhances community "quality of life"... more cultural and recreational opportunities, better schools, better libraries, more housing options – all in a setting of heritage preserved
- Downtown is “everyone’s neighborhood” – open and inclusive

Accolades in 2002

- ✿ Staunton is named Virginia's first-ever Great American Main Street community
- ✿ Manassas is a Great American Main Street Award semi-finalist for the second consecutive year
- ✿ Virginia Main Street communities host a touring group of British town center revitalization managers
- ✿ Marion is invited to share its revitalization strategies at the Preservation Partners luncheon during the National Preservation Conference in Cleveland
- ✿ The Heritage Railway Festival in Manassas is named a Top Twenty Event for June by Southeast Tourism Society
- ✿ Staunton's downtown renewal receives the Preservation Alliance of Virginia's President's Citation
- ✿ Waynesboro is selected to host the Smithsonian's SITES Museums on Main Street traveling exhibit in October 2003
- ✿ New multi-colored highway signs announce gateways to Main Street communities

Accolades in 2001

- ✿ 15th Anniversary Gala and Outstanding Achievement Awards Ceremony attracts more than 225 local leaders to Lynchburg
- ✿ Virginia Main Street receives the Preservation Alliance of Virginia's highest recognition -- the Katherine Glaize Rockwood Distinguished Preservationist Award
- ✿ The Driving Tour brochure press release leads to articles in *Southern Living* magazine and major daily newspapers in Los Angeles, Denver, Orlando, Charlotte, and Raleigh
- ✿ Staunton is named one of America's "Dozen Distinctive Destinations" by the National Trust for Historic Preservation
- ✿ Manassas and Marion are semi-finalists for the Great American Main Street Awards
- ✿ Manassas receives the Society of American Travel Writers' Phoenix Award for conservation of a travel destination
- ✿ Franklin receives the Virginia Downtown Development Association's first-ever Presidents Award for its recovery from Hurricane Floyd

Accolades in 2000

- ✿ Eight Virginia communities – Bedford, Lexington, Manassas, Marion, Martinsville, Orange, Staunton and Winchester - receive the distinction of being designated National Main Street Communities
- ✿ Lexington is named one of America's "Dozen Distinctive Destinations" by the National Trust for Historic Preservation
- ✿ Winchester's Technology Zone is named one of 25 "Innovative Local Development Programs" by the U.S. Department of Commerce
- ✿ Old Town Manassas is the subject of a one-page feature in *Southern Living* magazine – complete w/ color photos
- ✿ Warrenton is named the "Prettiest Painted Place" in the Southern Region in a contest sponsored by the Paint Quality Institute
- ✿ Franklin's flood recovery is featured in *Preservation* magazine's July/August issue
- ✿ The new Virginia Downtown Driving Tours brochure receives coverage across the country in *Delta Connections* in-flight magazine, the June issue of *Southern Living* magazine and dozens of prestigious papers from Orlando, Florida to Denver, Colorado.
- ✿ The first ever Virginia Main Street Photo Contest encourages 476 entries from photographers eager to show off downtown's assets